INFORMATION LETTER

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N.C.A. Laboratory Manual for the Canning Industry

The N.C.A.'s 600-page loose-leaf book entitled *A Laboratory Manual for the Canning Industry* soon will be available for distribution to Association members at cost.

Covering all phases of laboratory work of interest to canners, the book represents the results of many years of experience in the N.C.A. Research Laboratories.

The manual will contain sections on laboratory design and equipment, bacteriology and spoilage investigations, process determinations and processing, special tests for impurities, statistical procedures for quality control, chlorination and cleaning, chemical analysis and physical methods, and containers.

The book has been prepared to make available to technologists in the canning industry analytical and research methods which are used in the N.C.A. laboratories. It is intended to be a practical working guide, with sufficient detail to enable technologists to carry out the methods from the informa-

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Details of Promotion Campaign Explained at Canner Meetings

Details of the current N.C.A. Consumer and Trade Relations program were presented this week before the canners of Wisconsin and Indiana.

Louis Ratzesberger, Jr., President of the Association when the new promotion program was authorized and a current member of the Consumer and Trade Relations Committee, spoke on this subject in Indianapolis April 8. On the preceding day, the Wisconsin Canners Association had arranged for George Anderson and Don Callahan of Dudley, Anderson and Yutzy to describe the program at their Spring Sales Conference in Milwaukee.

At both meetings the progress and current status of the activity was reported and canners were urged to take advantage of its opportunities when they carry on their individual

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N.C.A. and Canners Oppose Marketing Order Controls

The N.C.A. and a number of canner witnesses testified this week before both the Senate and House Committees on Agriculture in opposition to legislation to authorize marketing orders on processing crops.

The testimony was directed at a proposal in the Administration's farm bill that would amend the Agricultural Marketing Agreement Act of 1937 so as to authorize marketing orders regulating fruits and vegetables for processing (see INFORMATION LETTER of March 6, page 133). The bill has been described by USDA in its statements to the Committees as prohibiting the regulation of canned or frozen fruits or vegetables.

Chief Counsel H. Thomas Austern presented the N.C.A. statement, which pointed out that the current proposal is no different from that continuously opposed by canners and rejected by Congress 10 times since 1934; and that, in the absence of such controls on production over that period, the canning industry "has increased its markets, opened up vast new canning areas, and has made canned fruits and vegetables relatively the cheapest item in the consumer's market basket."

Canners who testified were O. E. Snider, Blue Lake Packers, Inc., Salem, Ore.; John E. Dodds, Schuckl & Co., Inc., Sunnyvale, Calif.; Howard T. Cumming, Curtice Brothers Co., Rochester, N. Y.; Louis Ratzesberger, Illinois Canning Co., Hoopeston, Ill.; G. J. Hipke, A. T. Hipke & Sons, Inc., New Holstein, Wis.; Fred M. Moss, Idaho Canning Co., Payette, Idaho; and Edwin C. Kraus, Big Stone Canning Co., Ortonville, Minn.

The canners described how, in the absence of marketing order controls in their areas, growers have benefited from the steady growth of the canning industry and how marketing

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Congress Completes Action on Standard-making Procedures

The Senate on April 5 passed and sent to the President the Hale Bill, H. R. 6434, to simplify food standard-making procedures under the Federal Food, Drug, and Cosmetic Act.

Prior to this amendment a public hearing was necessary whenever a food standard was adopted, amended or repealed. Under the new procedure any interested person or the Secretary of Health, Education, and Welfare may propose the issuance of a new standard or changes in an existing one. This proposal will be published and an opportunity offered to all interested persons to present their views orally or in writing. Thereafter as soon as practicable the Secretary will act on the proposal and, in the event it appears to be supported by reasonable grounds, issue an order. Any adversely affected party may file, within 30 days thereafter, an objection to all or a part of this order and request a public hearing on those issues to which objection is made. In the event no such objection is filed within 30 days, the order will be final without necessity of a public hearing.

Statements in support of this legislation were submitted by N.C.A. to both the House and Senate committees considering the bill. The legislation was endorsed in an N.C.A. resolution adopted at the 1954 Convention.

Pesticide Residues

The House on April 6 passed and sent to the Senate the Miller pesticide bill, H. R. 7125.

The bill has been referred to the Senate Committee on Labor and Public Welfare.

STANDARDS

Grades for Tomato Sauce

Grade standards for tomato sauce, the first for this product, were issued April 6 by the Agricultural Marketing Service of USDA. The standards become effective May 10.

The standards provide that tomato sauce be concentrated so that the refractive index of the filtrate is not less than 1.3461 nor more than 1.3541 at 20° C. The quality levels are evaluated by judging the product on its color, consistency, degree of freedom from defects, and finish and flavor.

C & T RELATIONS

Canned Foods Reference Book

As part of the N.C.A. Consumer and Trade Relations program, there is being prepared a canned foods reference manual covering all phases of the canned foods story.

The manual will take the form of a loose-leaf notebook of canned food information that can be kept up to date. Its summary of the canned foods story will cover history, nutrition, economy, economic importance, and detailed information about 50 major canned foods.

Under the heading "peas," for example, will appear pack statistics, percent of the commercial crop which is canned, per capita consumption, number of canners of peas, states in which peas are canned, can sizes, product information such as varieties of peas, sizes, styles of pack, and any other pertinent information. New material to be added from time to time will include new pack statistics and reports on new products, maintaining continuity.

A preliminary draft of the manual has been submitted to an editorial advisory board which includes Dorothy Kirk, *Woman's Home Companion*, for the magazine viewpoint; Clementine Paddleford, *New York Herald-Tribune* and *This Week*, for daily papers and Sunday supplements; Alfred McCann, WOR, for radio; Josephine McCarthy, WNBT, for television; and Dr. Ida Bailey Allen, King Features, for national press syndicates.

The manual will be used to cover the hundreds of magazines and thousands of newspapers across the country that cannot be reached individually or personally.

Consumer and Trade Relations

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sales efforts and contacts with brokers and buyers.

The speeches contained much of what has already been reported by N.C.A. speakers at previous state meetings (see INFORMATION LETTER of March 20, page 143). The following account, therefore, will not repeat previous details, but cites only new developments:

Magazines: Proposals to *Good Housekeeping* of a canned foods cookbook section to be incorporated in the magazine; to *Woman's Day Magazine* on theme that canned foods provide more nutrition per dollar; to *Family Circle* for article that canned foods provide time to be an imaginative cook; to *Seventeen* on canned foods and the beginner cook; *Redbook* and *American* on articles on gourmet cooking.

Preparation is under way of a canned foods editorial manual containing complete summaries of canned foods information to cover publications that cannot be contacted individually.

Newspapers: A clipsheet has been prepared entitled "Canned Foods for Goodness Sake," containing 18 different articles of various lengths, to be mailed to 1,000 newspapers of total circulation 18,000,000.

For some 130 metropolitan papers that print their own Sunday magazines and feature food pages in color, a full-page color-photo and article has been prepared, entitled "Canned Foods—the Eternal Horn of Plenty."

Radio: More than 400 stations with combined listening audience of over 25 million are receiving weekly messages on canned foods through the radio information services conducted by DAY—"The Kitchen-Air," "Timely Talks" and "Scrip-tease."

Television: 132 TV stations across the country are being serviced regularly with "Television Food News for You." Starting April 20 DAY's TV home economist will make guest appearances with the story of canned foods on programs in Philadelphia, St. Louis, Kansas City, Chicago, Cleveland, Pittsburgh, Buffalo, and Milwaukee.

In connection with Mr. Ratzesberger's address at the Indiana meeting, the N.C.A. Information Division prepared and issued the following release, which was furnished to 156 newspapers and 77 radio and television stations in Indiana, to the national newspaper wire syndicate services, and to canning trade papers:

INDIANAPOLIS, Ind. (April 8, 1954) —Indiana canners were urged today to take the lead in promoting sales of canned juices for consumption not only at meal-time but also between meals.

According to Louis Ratzesberger, Jr., of Hoopeston, Ill., last year's president of the National Canners Association, the time has come to create the "juice habit" throughout America.

He told members of the Indiana Canners Association, meeting here, that more canned juices would be consumed if the public were informed about their good taste, wholesomeness, high nutrition, economy, and all-around convenience.

It would be appropriate, Mr. Ratzesberger suggested, if Indiana canners, who are credited with introducing canned tomato juice and making it popular, were to promote canned juices as a perfect drink at any hour of the day.

"Indiana's introduction of tomato juice to the American diet was a history making event. It ushered in a series of canned fruit and vegetable juices now totaling more than 40 different kinds, with an annual production of more than 100,000,000 cases," he said.

Mr. Ratzesberger pointed out that Americans are always on the lookout for new beverages. He said that five times as much canned juice was consumed last year as before World War II and that this growth reflects more than the population increase, and is evidence of the universal popularity of canned juices.

Canned juices, he said, are plentiful, produced here in this country, and are available at stable prices.

STATISTICS

Potato Acreage Plans

Potato growers have been cautioned by the Secretary of Agriculture to adjust their 1954 production plans "realistically" if they are to avoid further trouble.

USDA has indicated that some areas are proposing to plant too many late-crop potatoes. Intentions-to-plant reports point to about 281 million bushels, nearly 9 million above the USDA recommendation, and only 3 percent smaller than the 1953 crop of 290 million bushels.

Some of the states where March 1 reports showed substantial increases over guide recommendations were Maine, up 18.6 thousand acres; Idaho, up 18.4 thousand acres; North Dakota, up 10.6 thousand acres; Long Island (New York), up 3.9 thousand acres; and Oregon, up 3 thousand acres.

Marketing Orders

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orders on canning crops would result in lower production, lower returns to growers, and higher prices to consumers.

Mr. Austern and the industry witnesses appeared before the Senate Agriculture Committee April 5, as did John Fox of Minute Maid Corporation, New York City, and C. L. Snavely, Consumer Packing Co., Lancaster, Pa., representing the National Association of Frozen Food Packers, in opposition to the proposal; and before the House Agriculture Committee April 9.

Mr. Austern pointed out that although the current proposal contains a prohibition against controlling the production and marketing of the finished canned product, the control of processing crops through marketing orders would achieve the same effect.

He said that N.C.A. testimony and that of the industry representatives would detail the reasons why the canning industry "is firmly convinced that this proposal is unsound, thoroughly unworkable, shockingly undemocratic, and contrary to the basic concepts in the whole bill before you."

Salient portions of the testimony on marketing orders legislation by N.C.A. and the seven canner witnesses will be reproduced as a Supplement to this issue of the INFORMATION LETTER.

Following is a summary of N.C.A. testimony, reflecting nationwide canner opposition to the marketing orders legislation:

Proposal: Authorizes putting every canner and freezer under compulsory orders—to reduce production, control their operations—by limiting size, grade, and quantity of every vegetable or fruit that any canner or freezer, in any state or area, can take for processing from any grower.

Orders would be imposed over express canner objection. Controls to be administered by private grower committees, with power to levy private assessments upon canners, funds not being subject to Congressional control or appropriation. Would be accomplished by changing controlling definition in the complicated Agricultural Marketing Agreement Act of 1937.

Not talking about marketing agreements—these now permitted for everyone—but mandatory control orders. These to continue indefinitely irrespective of price levels.

By controlling raw material, these orders would control canning. Every processing area, each canner, every grower can be held to some historical basis. Broad authorization for detailed control, including impracticable surplus pools of perishable canning crops; costly research and marketing programs, embracing advertising. All these controls administered by growers not engaged in canning—with no investment or risk—and no knowledge of canned food marketing. No participation by canners, no determinative canner vote on whether any program is unwise, impracticable, or destructive.

History: Beginning in 1934, this same proposal in various forms has been rejected 10 times in past 20 years by Congress of every political complexion.

Basis for Opposition: (1) No disclosed need. In past 20-year period canning industry has developed tremendous markets for canning crops. Production of canned vegetables, fruits and juices increased 340 percent of 1934. Per capita consumption increased from 42 to 104½ pounds. Vast new canning areas developed, millions of additional tons of canning crops utilized in Atlantic states, Midwest, South, California, and particularly Pacific Northwest. None of these developments, or future growth, possible under controls regulating and limiting production of canned foods.

(2) Returns per acre to growers vastly increased: tomatoes 6½ times, snap beans and corn four- and five-fold. In terms of parity, fruits and vegetables for canning returned above 100 percent of parity to growers most of the 20-year period; over-all ratio generally better than for controlled-and-supported commodities.

(3) Most important, through free development, new investment, mechanization, and marketing efforts of canners, consumer prices have been kept lower by almost one-third than index of prices of all foods. Yet USDA told Congressional Committees that plain purpose of mandatory controls is to raise consumer prices. Obviously this will destroy markets, prevent future expansion, defeat canner and farmer interest alike.

(4) Industry opposition comprehends independent canners, cooperative processors, and grower groups. All insist that the imposition of involuntary mandatory control orders, with no canner vote, is shockingly undemocratic. They oppose this complete federal regimentation as wholly unadaptable and unsound for canning industry, thoroughly unworkable, contrary to present basic concepts of Administration farm program, which stresses development of new markets.

Independent and cooperative processors throughout nation vigorously determined to fight this inclusion of what every Congress over 20 years has rejected as extreme, unnecessary, impractical federal regimentation of vital industry by those not in it.

What a Marketing Order Can Do

N.C.A. has summarized what a marketing order can do:

(1) Control the
quantity
quality
grade
size
amount from each grower
of every canner's raw material. (Sec. 8c(6)(A) and (B) of the Act.)

(2) Limit thereby the total production
nationally
by region
by area
by canner
of any canned item. (Sec. 8c(6)(A) and (B), Sec. 8c(11) of the Act.)

(3) Allocate available raw material between
canning
freezing
drying
fresh market
outlets. (Sec. 8c(6)(A) and (B) of the Act.)

(4) Do each of the above on a
day-to-day
week-to-week
month-to-month
seasonal
basis. (Sec. 8c(6)(A) and (B) of the Act.)

(5) Provide for
"determination" of "surpluses"
disposition of "surplus"
establishment of reserve pools
for any canning crop. (Sec. 8c(6)(D) and (E) of the Act.)

(6) Require inspection and install an inspection system. (Sec. 8c(6)(F) of the Act.)

(7) Regulate cannery practices in the procurement of raw material, including
handling of crop receipts
waiting time
field boxes
operation of vining stations, etc.
(Sec. 8c(7)(A) of the Act.)

(8) Provide for
market research
market development
advertising
for any canning crop. (Sec. 8c(6)(I) of S. 3052 and House Committee print.)

(9) Assess canners alone for the cost of
administration
inspection systems
market research and promotion
(Sec. 10(b)(2)(ii) of the Act.)

SUPPLIES

1952-53 Fertilizer Consumption

Fertilizer use in the United States and the territories reached an all-time high in 1952-53, with an estimated total consumption of 23,143,000 tons of commercial fertilizers, according to a preliminary report by the U. S. Department of Agriculture.

The quantity consumed during the year ended June 30, 1953, exceeds 1951-52 figures by 3.2 percent, or 711,000 tons more than the 1951-52 total of 22,432,418 tons.

The survey estimates consumption of commercial mixtures containing the primary plant nutrient elements nitrogen, phosphate, and potash to be 15,508,000 tons; other materials containing one or more of the primary plant nutrients for direct application, 6,765,000 tons; and secondary and minor element materials, 870,000 tons. The respective increases for these classes over 1951-52 use were 2.8, 3.1, and 10.8 percent.

Increasing use of fertilizers with a higher nutrient content brought consumption of the primary nutrients up to 5,562,000 tons for all regions of the U. S. and the territories, an increase of 359,000 tons over 1951-52. Consumption of nitrogen increased 194,000 tons, available phosphate 34,000 tons, and potash 131,000 tons.

The higher average plant nutrient content in mixtures for each region and the territories in 1952-53 raised the national average to 25.8 percent from the previous year's 24.86 percent. The average nutrient content in mixtures consisted of 4.6 percent nitrogen, 11.3 percent available phosphate, and 9.9 percent potash—values respectively 0.3, 0.2, and 0.4 percent higher than reported for 1951-52.

PERSONNEL

Suchting Joins Shriver Co.

Carl Suchting, president of the W. F. Assau Canning Company of Baltimore, will join The B. F. Shriver Company on May 1, it is announced by James M. Shriver, president.

Mr. Suchting will supervise production of the Shriver plants at Westminster, Md., and Littlestown, Pa.

Mr. Suchting began his association with Assau about 1934 in the factory. He successively became office manager, vice president in 1941, and president in 1945.

N.C.A. Laboratory Manual

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tion given and be aided in interpreting the results.

No other single book covers the material presented in the N.C.A. manual. Much of the subject matter never has been published before in book form.

A Laboratory Manual for the Canning Industry will be ready for distribution by the end of May at $12 a copy. Orders should be addressed to the Western Branch Laboratory, National Canners Association, 1950 Sixth Street, Berkeley 2, Calif.

PUBLICITY

Ladies Home Journal

The April issue of *Ladies Home Journal* magazine presents "Shelf Magic for Short-Order Cooks," an article of recipes using many canned foods.

The introduction says, "Journal readers and staff contribute their most-inspired and most-often-used quickies—concocted of good things right off the shelf—prepared with speed and seasoned with imagination." Each of the 10 recipes is accompanied by an attractive color photograph of the prepared food.

Along with the article 10 short cooking suggestions under the title "Things That Turn the Trick" are given.

The following canned foods are used in the article and list of gourmet suggestions: kidney beans, bouillon, tomato aspic, baby food peas, broth, deviled ham, tomato soup, crab meat, lime juice, lemon juice, cream of mushroom soup, corned beef hash, mushrooms, lobster, shrimp, tuna, tomato juice, baked beans, and pineapple.

Spring Meeting of Board, Administrative Council

Those desiring the N.C.A. to make hotel reservations for attendance at the meetings of the Board of Directors and Administrative Council, and who have not already done so, are reminded to request reservations promptly. All reservations must be received by N.C.A. by May 1.

Reservations are held not later than 6 p.m. unless a later hour of arrival is specified. Whenever possible, reservations should indicate the date scheduled for departure as well as the arrival date.

It will be appreciated if those who plan to attend the meetings and have made or will make their own reservations will so notify the N.C.A.

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